

DOWNTOWN BURBANK P-BID BOARD MEETING
MINUTES FOR MEETING OF January 7, 2021
9:00 A.M. - 10:00 A.M.
Zoom Meeting

Members Present: James O'Neil, Crown Realty & Development, **Vice Chair**
Ted Slaughter, The Village Walk, **Secretary**
Frank Gangi, Gangi Development, **Treasurer**
Christine Deschaine, Kennedy Wilson
Michael de Leon, Burbank Town Center Manager
Dominick Scarola, North End Pizzeria
Brett Warner, Lee and Associates
Judie Wilke, Assistant City Manager
Parham Yedidsion, Evolution Strategic Partners LLC

Members Absent: Michael Cusumano, Cusumano Real Estate Group, **Chair**
Patrick Prescott, Community Development Director
Barbara Holliday, Flappers Comedy Club (non-voting)

Department Key Staff: Mary Hamzoian, Community Development Dept.
Simone McFarland, Community Development Dept.
Marissa Minor, Community Development Dept.
Erika DeLeon, Community Development Dept.
Teresa Mackey, Downtown Burbank Partnership Bookkeeper
Bob Newman, StreetPlus Team Lead

The Board meeting was called to order at 9:04 a.m., Thursday January 7, 2021

A. Roll Call

B. Announcements

- **San Fernando Blvd Reopened:** To help facilitate take-out and delivery in the Downtown, on December 14th, The City reopened all blocks along San Fernando Blvd. to vehicular traffic. This will make it easier for take-out and delivery drivers to access Downtown while outdoor dining is closed per State and County Health Orders.
- **Urgency Orders Extended:** City Council approved the extension of three urgency orders in response to the COVID-19 Pandemic including: extending the Urgency Eviction Ordinance applying only to commercial tenants, extending the urgency ordinance to facilitate for outdoor operations for dining and gyms, and authorizing the continued closure of parts of San Fernando Boulevard and extension of Outdoor Dining permits.
- **Batman Statue:** Thanks to our sister organization Visit Burbank, the new bronze Batman statue has been installed on the AMC walkway and has attracted a lot of press and user generated content. Downtown Burbank will continue to promote the statue as a fun safe art piece to visit in Downtown Burbank.

C. Public Comment

There was no Public Comment

D. Response to Public Comment

There was no response to Public Comment.

E. Approval of Minutes

ACTION ITEM

The minutes for the meeting of December 3, 2020, were presented for approval. Michael DeLeon made a motion to approve the minutes as presented, seconded by Ted Slaughter; motion carried 8-0.

F. Treasurer's Report

ACTION ITEM

The Treasurer's Report through December 31, 30, 2020, was presented to the Board by Treasurer Frank Gangi. Mr. Gangi noted that because the district reports on a cash basis, the total liabilities and equity for the PBID currently stand at \$-1,962. Staff noted that assessment income for December had not yet been accounted for and should be reported by February 2021. The Board reviewed the report as presented and Michael de Leon made a motion for approval, seconded by Ted Slaughter; motion carried 8-0.

G. Street Plus Update

StreetPlus Team Leader Robert Newman updated the Board on the Downtown Burbank Hospitality and Social Outreach Program statistics for winter 2020. Mr. Newman reported that the Ambassadors had handed out 155 snack packs and 'emergency kits' with hygiene supplies to local homeless individuals in November and December. In addition to distributing these kits, services and references for food, medical, clothing, and workforce resources were also distributed. Since the program's inception, Ambassadors were able to place 85 individuals in various housing programs or reunify them with family and friends.

StreetPlus Ambassadors also continue to provide hospitality, maintenance, and safety services in Downtown Burbank including frequently disinfecting high-touch areas and providing disposable masks to community members to help limit the spread of germs.

H. Downtown Holiday Décor Update

Staff reported on the new holiday décor from The Christmas Light Guy Company. The new décor extended throughout the district and into Zone 3 (along San Fernando Blvd. from Verdugo Ave. to Alameda Ave.) and included:

- 67 street trees along San Fernando Blvd. wrapped with warm LED lights and decorated with starburst ornaments;
- Our 36' walk-thru tree refreshed with new ornaments and lights;
- 188 light poles wrapped with garland and ornaments;
- Four medians in Zone 3 decorated with 4' and 6' gold stars;
- An LED star canopy on the AMC Walkway;
- Six pergolas wrapped in warm lights and embellished with wreaths, and

- Four custom photo-op holiday gift boxes each adorned with stars, a festive mini tree, and a family of LED deer.

The new décor added ambience to Downtown Burbank providing holiday cheer for guests and businesses alike. The PBID has a contract with the Christmas Light Guy Company through the 2021 holiday season.

I. Downtown Burbank Leasing Update

Staff reported that due to the COVID-19 pandemic, several businesses had closed including:

- Pizza Rev - 175 E Palm
- Lee's Beauty Supply - 147 N San Fernando
- City Salon - 234 N San Fernando
- Panera Bread - 132 E Palm
- Seoul Korean - 122 N San Fernando
- Moore's Deli - 271 E Orange Grove
- Wild Carvery - 150 E Olive Ave
- Panini Kebab Grill - Burbank Town Center
- NY & CO. - Burbank Town Center
- Aldo Shoes - Burbank Town Center
- GameStop - Burbank Town Center

Despite the difficult economic climate, Downtown Burbank still has several new businesses under construction or planning to open in 2021. **Cheebo Express** is now open on the corner of Orange Grove and Third in the space formerly occupied by Moore's Deli. **Via Selfie Kitchen** is now open on East Alameda near to IKEA. **Finney's** is under construction in the former Market City Caffe space, and **Milano Café and Deli** is under construction on E. Palm Ave. in the former Pampas Grill. **Sushi Stop** is under construction on the AMC Walkway in the former Chronic Tacos space, and **Artelice Patisserie** is under construction in the former Burbank Pastry. Story Tavern's **Cider Works** (next door to Story Tavern) is also under construction, and at the Burbank Town Center, **Han Korean BBQ** is under construction in the former PF Chang's location. It was also announced that **Silver Lake Ramen** has leased the former Pizza Rev space. All business currently under construction are expected to open in 2021.

In addition to the updates shared by staff, Christine Deschaine reported that there has been renewed interest from lessors at the former Fuddrucker's site. She also recommended that the PBID hold a meeting with area brokers to create synergy and work together to lease space in Downtown Burbank. PBID staff agreed, and will schedule a meeting to support this idea.

Dominick Scarola joined the meeting.

J. Street Closure Update and Discussion ACTION ITEM

Staff presented options to the Board for the potential purchase and installation of parklets in the Downtown using funds previously allocated to 2021 events. As previously discussed, several recommendations can be considered by the PBID with both long and short-term implications including:

- The addition of permanent dining parklets either privately run or facilitated by the PBID, and
- Extending all outdoor dining and the accompanying street closure until some form of indoor dining is again permitted, date TBD.

After presenting information and costs regarding the implementation of communal dining parklets to the Board, some discussion on costs and use took place. It was agreed by all that the facilitation of outdoor dining would be crucial as a short-term solution until indoor dining is again permitted. Michael DeLeon recommended looking into parklets with pitched roofs and areas for portable heaters if purchased, to allow the areas to be weather resistant. Ted Slaughter asked staff to look into the possibility of filling in the swill of parking spaces along San Fernando with cement in line with the Complete Streets Plan to create more parklet opportunities.

After some additional discussion, Ted Slaughter made a motion to create a subcommittee to discuss how to potentially move forward with parklets and reallocate funds to this project, seconded by Jim O'Neill; motion carried 6-0.

Staff will work with the Board to create a subcommittee and hold a meeting in January; the subcommittee will be formally approved by resolution at the February PBID Meeting.

Judie Wilke, Frank Gangi and Parham Yedidsion left the meeting during this agenda item before the vote took place.

K. On-going Operational Issues ACTION ITEM

Staff asked the Board to consider transferring \$45,000 in funds from the PBID holding account to cover monthly ambassador fees for January and February of \$30,000, and \$15,000 in marketing expenses. Ted Slaughter made a motion for approval, seconded by Michael DeLeon; motion carried 6-0.

The Meeting adjourned at 10:11am.

L. Future Agenda Items:

- Parklet Discussion
- 2021 Budget

M. Next Scheduled Meeting: February 4, 2020